

ABSTRACT OF THE DISCLOSURE

In an image processing apparatus, a pre-process
section 101 eliminates a characteristic in original
image data, which is possibly confused with a
5 characteristic of a digital watermark, before the
digital watermark is embedded. A watermark adding
section 102 adds the digital watermark to still image
data that is pre-processed by the pre-process section.
A watermark extraction section 103 extracts the digital
10 watermark. Thereby, a frequency component, which
corresponds to a region of a frequency component to be
embedded, is eliminated in advance, and the added
digital watermark alone can be extracted.